

Pac Communications, Inc.

OPERATING TV 36 (W36AS) NEW BRUNSWICK, NEW JERSEY SINCE 1989



Commissioner Kevin J. Martin
Federal Communications Commission
445 12th Street SW
Washington, DC 20554

July 21, 2004

Dear Commissioner Martin,

I wanted to thank you for meeting with us, the Community Broadcasters Association (CBA), last Monday, July 19. Your creative approach and attention to our concerns relating to the transition to DTV and other issues was very encouraging.

As a minority Licensee, I have been serving the Middlesex, New Jersey residents since 1989. Our stations primary programming focus is on the Indian American community that flourishes in numerous towns within the county, as well as beyond the county borders. On any day, viewers watch a variety of entertainment and current affairs shows in the various South Asian languages, including Hindi, Punjabi and Gujarati.

We are also proud to broadcast over 7 hours per week live call-in shows, Monday to Friday, every evening direct from our studios. Topics range from immigration issues to Social Security benefits, to health, mortgage, and finance advice. It is important to note that a significant number of callers prefer to ask questions in their own South Asian language. We are very much a local, niche television service.

My interest in attending this meeting was not only to inform you of my DTV concerns as a small business owner, but also to impress upon you that we play an invaluable role in reaching a growing South Asian community in our area. Most importantly, this is a free service to our audience totally supported by advertising.

Since we have no must carry cable carriage, all of our viewers receive us over the air only. If we are asked to flash cut to DTV without a second channel or some cable carriage, then our station may not be able to continue. I hope you will consider the important role that all Class A stations, such as W36AS, have within our limited coverage areas and keep our interests in mind as you develop policies for the DTV transition.

Thank you again for taking time out of your busy schedule to meet us.

Sincerely,

Deepak Viswanath
Licensee W36AS-LP